

MOACAC SPRING CONFERENCE

Meeting Minutes

04.03.2025

St. Louis, MO (Westport Chalet)

- I. President's Report (Shelley Gerringer)
 - a. Opened meeting
 - b. Introduced Joe Montgomery, NACAC representative to make remarks
 - c. Call to approve meeting minutes
 - d. Highlights from this year include StriveScan for college fair registration, working on aligning outreach efforts with strategic plan
 - e. Gave membership grants for MO College Advising Corps as well as College Fair bus grants
 - f. Centralized our online presence for e-board via Google
- II. Past-President's Report (Teresa Haney)
 - a. Thanks to our board members who are rolling off: Nate Jacobs (Tech), Janiece Jones (IAS), Russell Brannen (IAS), Amanda Henry (spring conference), Jill Duncan (past-treasurer), Teresa Haney (past-president)
- III. Admission Practices (Kyle Johnson)
 - a. Started a small committee to assist with admission practices
 - b. Has been conducting ongoing trainings for college admissions at Tools of the Trade, MOACAC/GPACAC conferences, and private meeting at KC end-of-semester gathering
 - c. In the future, we plan to participate in a MOACAC Lunch & Learn
- IV. Bus Tour (Anna Whitlow)
 - a. The STEAM tour will happen June 22-26, 2025
 - b. Registration is now open. \$550 for early bird; \$600 regular
 - c. Schools include Wash U, Webster U, Maryville U, Mizzou, Rockhurst, Truman, and Westminster
- V. College Fairs (Abby Klinckhardt & Kristin Roop)
 - a. Fall 2025-Spring 2026 college fair request form is now available!! First draft will be released end of May.
 - b. RCFs for Fall 2025 are planned; opportunities to expand the regional circuit are being identified
 - c. Year over year increases in StriveScan use at college fairs across the state. Great job, everyone!
 - d. Benefits to students, colleges, and high school counselors.

- e. Updates to the MOACAC college fair toolkit coming soon.If you are interested in serving as a committee member, we would love to have you!
 - f. Committee members may have a focus on: StriveScan support, RCF registration/payment/reimbursement, representing MOACAC on site at fairs, marketing CFs, RCF bus grant, bus grant educational component, training and supporting new site hosts, building relationships with rogue fair hosts – helping promote membership, and more!
 - g. Shoutout to Abby Klinckhardt for her great work this year as co-chair!
- VI. Communications (Ebony Sistrunk)
- a. Open rate for MOACAC emails and newsletters is 20%
 - b. We sent out communications to large target audiences (ex: HS principals) sharing the benefits of their counselors being members of MOACAC
 - c. We have five more communications to push out this year
 - d. Summer communications are sent on an as-needed basis
 - e. Future goals: Increase social media presence and engagement
- VII. Government Relations (Katie Vargas)
- a. Legislative Day was held on Tuesday, Feb. 25th
 - b. We met with Rep Ed Lew (Chairman for House Education Committee) and the MO Dept of Higher Education & Workforce Development.
 - c. Government Relations will continue to stay connected and well informed with NACAC's Gov Rel efforts and provide updates to MOACAC members as needed
- VIII. Inclusion, Access, and Success (Russell Brannen & Janiece Jones)
- a. Braxton Rethwisch Scholarship (5 / \$1000 awards). Review of applications is underway and awardees will be announced at the end of April.
 - b. Need-Based Scholarships (2 / \$3,000 awards) will open on May 1.
 - c. We are considering renewable scholarships and exploring needs of the scholarship community.
- IX. International Initiatives (Eric Steere)
- a. International Student Scholarship Winner - Amrutha Lanka, Lafayette High School (Rockwood); Counselor: Alex Dusenberry
 - b. Updated International Initiatives Resource Board on MOACAC Website
 - c. "Supporting International Students in Missouri High Schools" - Lunch & Learn PD Session
 - d. Check out Conference Sessions on International Pathways: ("Spider's Web of Global Opportunities..."; "Guardians of Global Adventures"
 - e. Upcoming: April 25th: Dutch University Colleges, details forthcoming in MOACAC Update
 - f. Chair attending and presenting at this year's International ACAC Conference at Northeastern University.

- X. Membership (Emily Diaz & Chad Sisk)
 - a. Current membership (837)
 - b. College/University – 449; High School- 310; Misc -78
 - c. Membership renewals will be sent mid-May
- XI. Professional Development (Emily Sachs & Katy-Jane Johnson)
 - a. **Upcoming events:** How to Support College Bound Student Athletes Navigate the Process and the NCAA Eligibility Center **virtual Lunch & Learn** with Trudy Steins on April 16th from 12 PM- 1 PM
 - b. **Tools of the Trade conference** for admission counselors is taking place August 7-8 at Columbia College
 - c. **Kansas City CUBE conference** is taking place Thursday, September 4th; Location TBD
 - d. **St. Louis CUBE conference** is taking place Monday, September 8th at Washington University
- XII. Spring Conference (Amanda Henry)
 - a. Exceeded 2023 registration!
 - b. Conference 2026 will be joint conference with GPACAC in KC
 - c. Thanks to all the helpers—committee, speakers, and exhibitors for making conference MARVEL-ous!
- XIII. Technology (Nate Jacobs & Phil Layfield)
 - a. Website updates and event registrations as well as a new volunteer form has been created
 - b. We also started a Google for Nonprofits workspace for better data, security, and continuity
- XIV. Treasurer's Report (M. Giunta, B. Huster, J. Duncan)
 - a. Created a finance steering committee
 - b. Working on short term, medium term, and long term asset mgmt. including a checking account, CDs, and Ed Jones investments
 - c. We've secured a new insurance broker
 - d. Created a finance manual
- XV. Volunteer for a 2025-26 MOACAC Committee
 - a. If you'd like to volunteer, use the QR code on the screen or go to the MOACAC website
- XVI. New Business
 - a. Bylaw changes – We updated our policies and procedures regarding unpaid dues and balances. It was approved at our 11.19.2024 board meeting. Can read this change in Article V in added a section II.
 - b. Strategic plan for 2025-2030 will happen this summer
 - c. Elections – need a motion and a second to vote
 - i. President-Elect – Amanda Henry (passed)
 - ii. Treasurer-Elect – Christine Holliday (passed)
 - d. Awards
 - i. Rising Star Award – Raven Swingler, Washington University; Kameron Brantley, Webster University

- ii. Peggy Clinton Award – Pam Hopkins, Cor Jesu Academy; Andrew Laue, Webster University
 - iii. President's Recognition Award – Earl Macam
- e. BIG announcement – The 2027 NACAC Conference will be held in Kansas City, MO (September 23-25, 2027)
- f. Passing of the Gavel
 - i. Outgoing MOACAC president Shelley Gerringer (Liberty HS) passed the gavel to incoming MOACAC president Kelli Roberts (Drury University)
 - ii. Conference Committee Thank you's
 - iii. Motion to adjourn and second meeting

Meeting adjourned 1:28pm

/je